

PDI

PICTORIAL DISPLAYS, INCORPORATED

C/O LIBERTY BELL PARK, KNIGHTS & WOODHAVEN ROADS, PHILADELPHIA, PENNA. 19154 / 215 NE 7-7100

August 5, 1980

Mr. Gar Moore
Vice President & General Manager
Fair Grounds
New Orleans, La.

Dear Gar,

Re : Letter of agreement

Pictorial Displays Inc., agrees to purchase the back cover of the Fair Grounds program for the next five years. The advertiser is the Marlboro brand of Philip Morris USA. Net payments of \$10,753. per year for this space will be paid by PDI. This agreement goes into effect with your 1980 season, and concludes with your 1984 meet.

Fair Grounds agrees to offer PDI and Marlboro the back cover position in the period stated above. Fair Grounds also agrees to offer PDI and Marlboro the option to renew the back cover position beginning with your 1985 season.

If this is agreeable to you Gar, please sign and return the attached copy of this letter.

Accepted Fair Grounds *Gar Moore*

Date Aug 12, 1980

Sincerely,

R.A. Dougherty

Richard A. Dougherty
President

2040874940

Ak-Sar-Ben
Omaha, Neb.
Arlington Park
Arlington Heights, Ill.
Atlantic City Race Course
Atlantic City, N.J.
Cahokia Downs
E. St. Louis, Ill.
Calder Race Course
Miami, Florida
Charles Town Races
Charles Town, W. Va.
Delaware Park
Stanton, Del.
Detroit Race Course
Livonia, Michigan
Fair Grounds
New Orleans, La.
Fairmount Park
Collinsville, Ill.
Garden State Park
Cherry Hill, N.J.
Hawthorne Park
Chicago, Ill.
Hazel Park Racing Association
Hazel Park, Michigan
Hialeah Park
Hialeah, Florida
Jefferson Downs
Kenner, La.
Keystone Park
Philadelphia, Pa.
Liberty Bell Park
Philadelphia, Pa.
Monmouth Park Jockey Club
Oceanport, N.J.
New York Racing Association
Aqueduct
Belmont Park
Saratoga
Oaklawn Park
Hot Springs, Arkansas
Penn National
Grantville, Pa.
Pompano Park
Pompano Beach, Florida
River Downs
Cincinnati, Ohio
Rockingham Park
Salem, New Hampshire
Santa Anita Park
Arcadia, California
The Spectrum
Philadelphia, Pa.
Seventy Sixers
Flyers
Sportsman's Park
Chicago, Ill.
Tropical Park
(At Calder Race Course)
Miami, Florida
Waterford Park
Chester, W. Va.
Veterans Stadium
Philadelphia, Pa.
Eagles
Phillies
Washington Park
Chicago, Ill.
Western Harness
(Hollywood Park)
Los Angeles, Cal.